Subject: Updates/Questions & Next Week's Priorities

Date: Friday, October 30, 2015 5:23:07 PM Pacific Daylight Time

From: Laura Hill

To: Jessica Lall

Questions/Updates

- I suggested the week after our annual meeting & Linda Valentino said that was too close to the holidays. I followed up and ask about the week before our annual meeting (not ideal, obviously) and she hasn't replied yet. I would like to knock out DT Dance before the end of the year. I do want to consider though...what if Red Mango or Coco finds out and gets frustrated that they weren't prioritized? Just a thought.
- I had a call with Laureen from YWCA this morning. I was a little unclear from the call – I almost got the impression that the BID would be covering the cost for street banners (something they would like to pursue). We did have a good intro call and talked through the details of our sponsorship deck.
- Our biz favors doc will be ready for you by Tuesday evening, after Claire's shift. We only have one column left. Would like to do a review after that, and then I will pass it off to you.
- Everything is set for the HOA event with the exception of the invoice from Elleven — Melissa is leaving as you know, and her assistant emailed today that she is not available on 11/4 to take her place. I want all of our buildings to be represented, but not sure who to ask from Elleven to come and/or help contribute. I can follow up and ask that Ellven contribute even though management won't be there – a couple of their residents will be attending, Vrigina Wexman is one of them.
- In case there are any issues finding it, the compiled Resident Resource Packet is in our Events folder --> 15-1104 HOA Event ---> Packets.

Completed

- Residential packets draft 1 completed + inserts updated
- Logistics finalized for HOA event
- Regal Cinemas cancelled + cancellation notice plan created

Focuses Next Week

- Finalize SP II business list (district walk of SP II)
- Put on a super successful HOA event, and leave with an idea of building ambassadors.
- Community Engagement Plan: outline for you before the end of the week.
- Share business survey with anyone who have not met with yet; Continue to knock-out intro meetings with businesses
- Make a plan for Small Business Saturday – ideally with other BIDs downtown!
- To-dos for retreat (I can do this at home, just want you to know if will be addressed next week)

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